

**TRANSPORTATION COMMITTEE
MINUTES
MARCH 16, 2011**

The regularly scheduled meeting of the Transportation Committee was Convened at 10:38a.m. on Wednesday, March 16th, in Committee Room #2.

The Following Committee Members were Present

The Honorable C. T. Martin, Chair
The Honorable Felicia A. Moore
The Honorable Keisha Lance Bottoms, Vice Chair
The Honorable Carla Smith
The Honorable H. Lamar Willis

The Following Committee Member was not Present

The Honorable Michael Julian Bond

Others in attendance were Louis Miller, Aviation; Anita Williams, Aviation; Richard Mendoza, Public Works; Nursef Kadir, Public Works; Saul Schultz, Law Department; General Public, Members of the Press and Council Staff.

A. ADOPTION OF AGENDA

The Agenda was Adopted without objection.

B. APPROVAL OF MINUTES

The Minutes for the Transportation Committee Meeting held on March 2, 2011 were approved without objection.

C. DISCUSSION ITEMS/PRESENTATIONS

1. 2011 Committee Goals and Objectives

Chairperson Martin asked the Committee Members if there were any questions or concerns about the 2011 Committee Goals and Objectives that were accepted at the last Committee meeting. Hearing none he made a motion to adopt. Without objection, the 2011 Transportation Committee Goals and Objectives were Adopted. A copy of this information is on file with these minutes.

C. DISCUSSION ITEMS/PRESENTATIONS (CONT'D)

2. Speed Humps Recommendation Update – Councilmember Archibong

Councilmember Archibong, Chairperson of the Sub-Committee on Speed Humps appeared before the Committee with an update on the speed hump installation and process improvements recommendations that have been discussed and accepted. She first made note that the Speed humps should be called speed tables then she informed the Committee that all of the NPU's had received a copy of the proposed legislation, 10-O-0467 as Substituted, being held in this Committee and some great responses were received. She stated that changes to the process of notification to neighborhoods and business in the affected area were recommended and accepted. She also spoke about including procedures to fix the gap in coordination of speed table installation and removal, between the Departments of Public Works, Police, Fire Rescue and other Utility Companies and Construction Contractors. The Commissioner of Public Works, Richard Mendoza, came forward to address the Committee and to offer a second substitute for 10-O-0467 but, Chairperson Martin made a motion to accept the second substitute and to continue to hold it so that the Committee could review the legislation and the Commissioner's written presentation. A copy of this information is on file with these minutes.

3. HJAIA Food and Beverage/Retail Concessions – Louis Miller, Aviation General Manager

Louis Miller, Aviation General Manager came before the Committee to speak on the Food and Beverage (FB) and Retail Concessions 2012 Opportunities. He addressed the Program Goals, Package Structure Strategy, Lease Specifications, Super Normal Rent, Comparison of FB Average Percentage Rental Rates by Major Airports in north America and FB Current and New Program Sales and Rent Comparison. He briefly talked about the Evaluation of the Proposals, the Solicitation Objectives and Process, Sustainable Foods, several other solicitations and AirProjects Consulting Services. A copy of this information is on file with these minutes.

REGULAR REPORT

D. ORDINANCE FOR SECOND READING

11-O-0442 (1) An Ordinance by Councilmember Clea Winslow making the intersection of Mayland Avenue, SW at Elbert Street, SW an ALL WAY STOP; and for other purposes.

FAVORABLE (5 YEAS) (0 NAYS)

REGULAR REPORT

E. RESOLUTIONS

- 11-R-0346 (1) A Resolution by Transportation Committee authorizing the Aviation General Manager or his designee to issue Task Orders under Contract No. FC-3007000037-C; Small Business Managing General Contractors, with Dobbs Raker, LLC, in a collective amount not to exceed \$2,200,000.00, to renovate the former Eastern Airlines Credit Union Building at Hartsfield-Jackson Atlanta International Airport. All Services will be charged to and paid from the PTAE0 and FDOA Numbers listed; and for other purposes.

FAVORABLE (5 YEAS) (0 NAYS)

- 11-R-0347 (2) A Resolution by Transportation Committee increasing the Compensation Limit and authorizing the Aviation General Manager or his designee to issue Task Orders under Contract No. FC-4556-A; Structural Tests and Special Inspections, with ATC Associates, Inc., in an amount not to exceed \$1,209,058.00 to provide Structural Tests and Special Inspections for the Maynard Holbrook Jackson, Jr. International Terminal. All services will be charged to and paid from the PTAE0 and FDOA Numbers listed; and for other purposes.

FAVORABLE (5 YEAS) (0 NAYS)

- 11-R-0348 (3) A Resolution by Transportation Committee authorizing the Mayor to execute a First Amendment and Renewal for Contract No. FC-6006007907; Exterior Grounds Maintenance Services at Hartsfield-Jackson Atlanta International Airport with Grassco Landscape Management, LLC, at Hartsfield-Jackson Atlanta International Airport, on behalf of the Department of Aviation, in an annual amount not to exceed \$879,654.00; All contracted work will be charged to and paid from the FDOA Numbers listed; and for other purposes.

FAVORABLE (5 YEAS) (0 NAYS)

- 11-R-0349 (4) A Resolution by Transportation Committee authorizing the Mayor to execute a Reimbursable Agreement with Atlanta Airlines Terminal Corporation for Phase 2A, Vertical Transportation Upgrades for a cost to the city not to exceed \$13,807,500.00; to be charged to and paid from the PTAE0 and FDOA Numbers listed; and for other purposes.

FAVORABLE (5 YEAS) (0 NAYS)

- 11-R-0437 (5) A Resolution by Councilmember Michael Julian Bond to support the administrative process created by the Department of Public Works for citizens to petition the City of Atlanta to create or change Parking Meter Zones previously established according to Chapter 150, Article IV of the Atlanta City Code; and for other purposes.

FAVORABLE (5 YEAS) (0 NAYS)

F. PAPERS HELD IN COMMITTEE

- 10-O-0467 (1) A **Substitute** Ordinance by Transportation Committee to amend Chapter 138 (Entitled "Street, Sidewalks and Other Public Places"), Article IV, Division 2, Sections 138-84 and 138-85 so as to amend the procedures to be followed for the installation of Traffic Calming Devices in the public right-of-way; and for other purposes. **(Held 3/31/10 for the sub-committee to meet and report back to the Committee; 12/15/10 Substituted and held for further review; 3/16/11 Substituted and held for further review.)**
- 10-O-1399 (2) An Ordinance by Transportation Committee amending Chapter 22, Article III, Division 7, of the Code of Ordinances of the City of Atlanta; to create Code Section 22-206 titled "Off-Airport Parking Operators" on behalf of the Department of Aviation Ground Transportation Division, for the purpose of restructuring the fees the City assesses Off-Airport Parking Operators; and for other purposes. **(Work session held 8/18/10) (Held 9/1/10 at the request of the Department)**
- 10-O-1400 (3) An Ordinance by Transportation Committee amending Chapter 22, Article III, Division 7, of the Code of Ordinances of the City of Atlanta, on behalf of the Department of Aviation Ground Transportation Division, for the purpose of restructuring and increasing the fees the City assesses the Airport's Commercial Ground Transportation Operators; and for other purposes. **(Work session held 8/18/10) (Held 9/1/10 at the request of the Department)**
- 10-R-1456 (4) A Resolution by Councilmembers Michael J. Bond, Ivory L. Young, Jr., Kwanza Hall, H. Lamar Willis, Aaron Watson, Cleta Winslow, Yolanda Adrean, Carla Smith, Natalyn Archibong, Keisha Lance Bottoms and Joyce Sheperd to create a Multi-Modal Transportation Commission to study and make recommendations for addressing the City of Atlanta's Transportation and Infrastructure needs; and for other purposes. **(Held 9/1/10 at the request of the author.)**
- 10-O-1732 (5) An Ordinance by Councilmembers Michael J. Bond, Keisha Lance Bottoms, C. T. Martin, H. Lamar Willis, Cleta Winslow, Aaron Watson, Ivory L. Young, Jr., Yolanda Adrean and Joyce Sheperd authorizing the Mayor or his designee to install a traffic signal at the intersection of County Line Road, SW and Tell and Butner Roads; and for other purposes. **(Held 9/29/10 for further review.)**
- 10-O-2100 (6) An Ordinance by Councilmember Michael Julian Bond to create certain parking benefit districts within the City of Atlanta; to set aside 15% of all parking management revenues received from Contract No. FC-4877, Parking Management Services, for the purpose of implementing streetscape improvements and traffic mitigation measures within current and future Parking Enforcement Zones; and for other purposes. **(Held 12/1/10 at the request of the author and to schedule a worksession.)**

F. PAPERS HELD IN COMMITTEE (CONT'D)

- 10-O-2102 (7) An Ordinance by Councilmember Michael Julian Bond to amend Chapter 150, Article IV, Division 3, Section 150-132 of the City of Atlanta Code of Ordinances to provide that residents of Primary Parking Meter Zones created pursuant to the provisions of Subsections 150-132(a) through 150-132(d) may petition the Commissioner of the Department of Public Works to provide for a petitioning process for the creation of Sub-zones within previously established Primary Parking Meter Zones; and for other purposes. **(Held 12/1/10 at the request of the author and to schedule a worksession.)**
- 11-O-0010 (8) An Ordinance by Transportation Committee to make Carroll Street, S.E. between Boulevard, S.E. and Tennelle Street, S.E. a One-Way Street with traffic being directed Northbound, and to make Tennelle Street, S.E. between Carroll Street, S.E. and Savannah Street, S.E. a One-Way Street with traffic being directed Eastbound; and for other purposes. **(Held 2/2/11 at the request of the Department of Public Works for further review.)**
- 11-O-0011 (9) A **Substitute** Ordinance by Transportation Committee authorizing the Mayor or his designee to make Jesse Hill, Jr. Drive, S.E., a One Way Street between Armstrong Street, S.E. and Gilmer Street, S.E. with traffic being directed Southbound; to restrict parking on both sides of Jesse Hill, Jr. Drive, S.E. between Armstrong Street, S.E. and Gilmer Street, S.E.; and for other purposes. **(Held 2/2/11 at the request of the Department of Public Works to prepare a substitute; Substituted and held 2/16/11.)**
- 11-O-0328 (10) An Ordinance by Councilmember Kwanza Hall authorizing the Mayor or his designee to reduce the speed limit on Piedmont Avenue from 35 MPH to 30 MPH from Martin Luther King, Jr., Drive, SW to Ellis Street, NE; and for other purposes. **(Held 3/2/11 per the Department of Public Works pending approval of the Georgia Department of Transportation.)**

FAVORABLE (5 YEAS) (0 NAYS)

F. PAPERS HELD IN COMMITTEE (CONT'D)

- 11-R-0330 (11) A Resolution by Councilmembers Felicia A. Moore and Yolanda Adrean requesting that the Department of Public works not use the 2009 Retail Planning Corporation Traffic Study as a basis for recommending a traffic signal at Howell Mill Road and White Street; calling for a new study to be conducted and paid for by the City; requiring that implementation of the study be conducted after traffic mitigation measures are in place; and for other purposes. **(Held 3/2/11 at the request of the author for a new study.)**

G. REQUESTED INFORMATION

2/16/11

Councilmember Willis:

- 1. Asked MARTA to provide him a copy of a study on the cost benefits analysis on emergency preparedness.**

3/16/11


Chairperson Martin:

- 1. Asked MARTA to tell the Committee how much the fare will be to ride the Streetcar.**

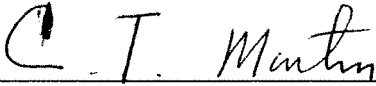
ADJOURNMENT

There being no further business before the Committee, the meeting was Adjourned at 12:15p.m.

Respectfully Submitted:


Wasonna H. Griffin, Legislative Assistant


Larry Stokes, Research & Policy Analyst


The Honorable C. T. Martin, Chair
Transportation Committee

Submitted 2/16/11

Accepted 3/2/11
* HELD

Proposed Transportation Goals and Objectives Accepted 3/16/11

- Plan and prepare the Committee to operate smoothly, respectfully and with high standards; sharing information as best as humanly possible between Members and with the administration.
- Establish a set of principles for debating with civility
- Analyze the Budget and keep up with related contracting contractors
- Create strategy to use good time management
- Preview process year work sheets; --I.E contracts, Airport Master Plan etc.
- Utilize technology to enhance communication to citizens
- Research new ideas and move City to cutting edge technology for improved safety and efficiency
- Improve flow of transportation to/from Committee and Departments and to citizens
- Enhance communication to the community transportation issues.
- Establish Committee Newsletter
- Presentation from Information Technology Chief on improved transportation information flow
- Consolidate Aviation and Watershed Management ORACLE operations into the City master Oracle system
- Continue to monitor the parking contract with parking management agency ParkAtlanta

DIFFERENCES BETWEEN THE CURRENT TRAFFIC CALMING PROVISION IN THE CITY CODE AND THE TRAFFIC CALMING PAPER THAT IS NOW ON THE TRANSPORTATION COMMITTEE AGENDA

1. The held paper requires at new section 138-84 (b) that before any neighborhood petition is done, DPW must first conduct a traffic study at the request of the interested residents on a street segment. The traffic study will need to show that the street segment meets city traffic calming guidelines.
2. With respect to Section 138-84, the first part of subsection (c) (formerly "b") dealing with petitioning requirements has been moved to subsection (d).
3. The word "shall" has been replaced with "may" in the last sentence of subsection 138-84 (c) to make it clear that the ultimate decision to install traffic control devices is left to DPW.
4. The 75% petitioning requirement is no longer based on "front footage" but rather on the number of property owners requesting the installation [see Subsection 138-84 (d)].
5. The process for notifying owners of vacant property is fully set out at subsection 138-84 (d)(4). If after notice, there is no response after 30 days, that property will be excluded from the 75% determination.
6. Old subsection 138-84 (c) is deleted because it is already set out at section 138-85.
7. Section 138-85 is revised at subsection (4) to make it clear that the property owners will pay all costs associated with removal of speed humps if they decide that they want them removed.

DIFFERENCES BETWEEN AGENDA TRAFFIC CALMING PAPER AND THE SUBSTITUTE PAPER 1

Accepted
12/15/10

1. The word "humps" has been replaced with the word "tables" where appropriate.
2. Subsection 138-84 (b) has been revised by inserting a provision that a traffic study may be valid for a period of up to three years.
3. Subsection 138-84 (c) requires that in addition to DPW notifying the Atlanta Police Dept. and Atlanta Fire and Rescue of the proposed traffic calming installation, utility companies and other companies holding franchise agreements with the city shall be contacted to determine whether any work is planned for the affected street segments.
4. Subsection 138-84 (d) reduces the petitioning requirement from 75% of residents to 67% of residents.
5. Subsection 138-84 (d)(4) has been revised to eliminate the new requirement that the petitioning coordinator had to send a certified letter to owners of all vacant properties and that if no response was received, that property would be excluded for the purposes of meeting the 75% threshold. The completely revised section now provides that the petition shall inform all property owners that by signing the petition, they acknowledge that if the city does not have funds available to cover the installation costs of the traffic calming devices, the property owners agree that they will provide the necessary funding.
6. A new Subsection 138-84(e) provides that the petitioning process must be completed within 90 days. For good cause, the DPW commissioner can authorize one extension of 90 days.

7. Former subsection 138-84 (e) is now subsection 138-84 (f). A change has been made to allow for property owners to "fund" the cost of the traffic calming installation. Previously, it was provided that the property owners "could engage a private contractor" to do the installation. Now there are two options – use a private contractor or pay for the city to do the work.
8. Subsection 138-84 (g) is new. It allows property owners to opt for more expensive traffic calming measures. In doing so, however, the property owners must pay the difference in cost between installing speed tables and installing more expensive options.
9. Subsection 138-84 (h) is new. Upon the start of the petitioning process, DPW will install notification signs on the streets affected and will also give written notice to the NPU in which the petition area is located.
10. Subsection 138-84 (i) is new. It provides that once a favorable petition is submitted, the city will have two years to complete the installation. If the installation is not completed within two years, DPW will provide written notification to the resident petition coordinator and all residents located within the affected street segment that the approved traffic calming devices could not be installed and the reasons therefore. After two years, the original petition will be voided. The neighborhood would then have to start over if it still desired to have traffic calming installed through the submission of a new petition.
11. Section 138-85 has been revised to provide that the number of property owners that must approve a petition to remove speed humps has been reduced to 67%.

**DIFFERENCES BETWEEN AGENDA TRAFFIC CALMING
PAPER AND SUBSTITUTE PAPER 2 (as of March 14, 2011)**

Accepted 3/16/11

1. Section 138-84 (a)(3) has been clarified with regard to the reference to speed tables being 22 feet in width. We have made it clear that 22 feet refers to the distance along the roadway in the direction of travel and not to the distance from one curb on one side of the street to the other curb on the other side of the street.
2. Section 138-84 (c), with respect to notice given to utilities with franchise agreements with the City, we have added language to require that notice be given to these companies thirty days before proposed installation of traffic calming devices. If we have no response from utilities we will assume that they have no plans for the foreseeable future to work on the street segment.
3. Section 138-84 (d)(4), has been revised to soften the language related to the obligation of property owners to fund the traffic calming installation should the City not have funds available to cover the cost of installation. We have made this requirement voluntary instead of mandatory. If the City does not have funding, and if the property owners cannot raise their own funding, then traffic calming measures will not be installed.

*Per Saul Schultz, Law Dept
Page 5 of the Second Substitute
shows a clean version of intention
and revisions*

Concessions Opportunities 2012 Food & Beverage , Retail Solicitations

**City Council Presentation
March 2011**

HJALA Mission Statement

To provide the Atlanta region with a safe, secure and cost-competitive gateway to the world that:

- drives economic development***
- operates with the highest level of efficiency and***
- exercises fiscal and environmental responsibility.***

Program Goals

- Provide for best-in-class customer service
- Create a “Sense of Place”
- Opening Day Fresh Standards
- Strong Revenue Growth (Market Rents)
- Strong ACDBE participation
- Strong Local and Small Business Participation
- World-Class variety of concepts and innovative products/services to meet the needs of our global passengers

Package Structure Strategy

- F&B Terminal - five large & four small (2-4 spaces) totaling 125 locations
- MHJT Retail – Three packages; two large & one small (4 spaces) totaling 27 locations
- Win limitations:
 - Limit two food and beverage large packages
 - Limit one food and beverage small package
 - Limit one Retail package
- Large package winners cannot win a small package
- Total concessions space
 - 154 thousand sq ft F&B
 - 37 thousand sq ft Retail

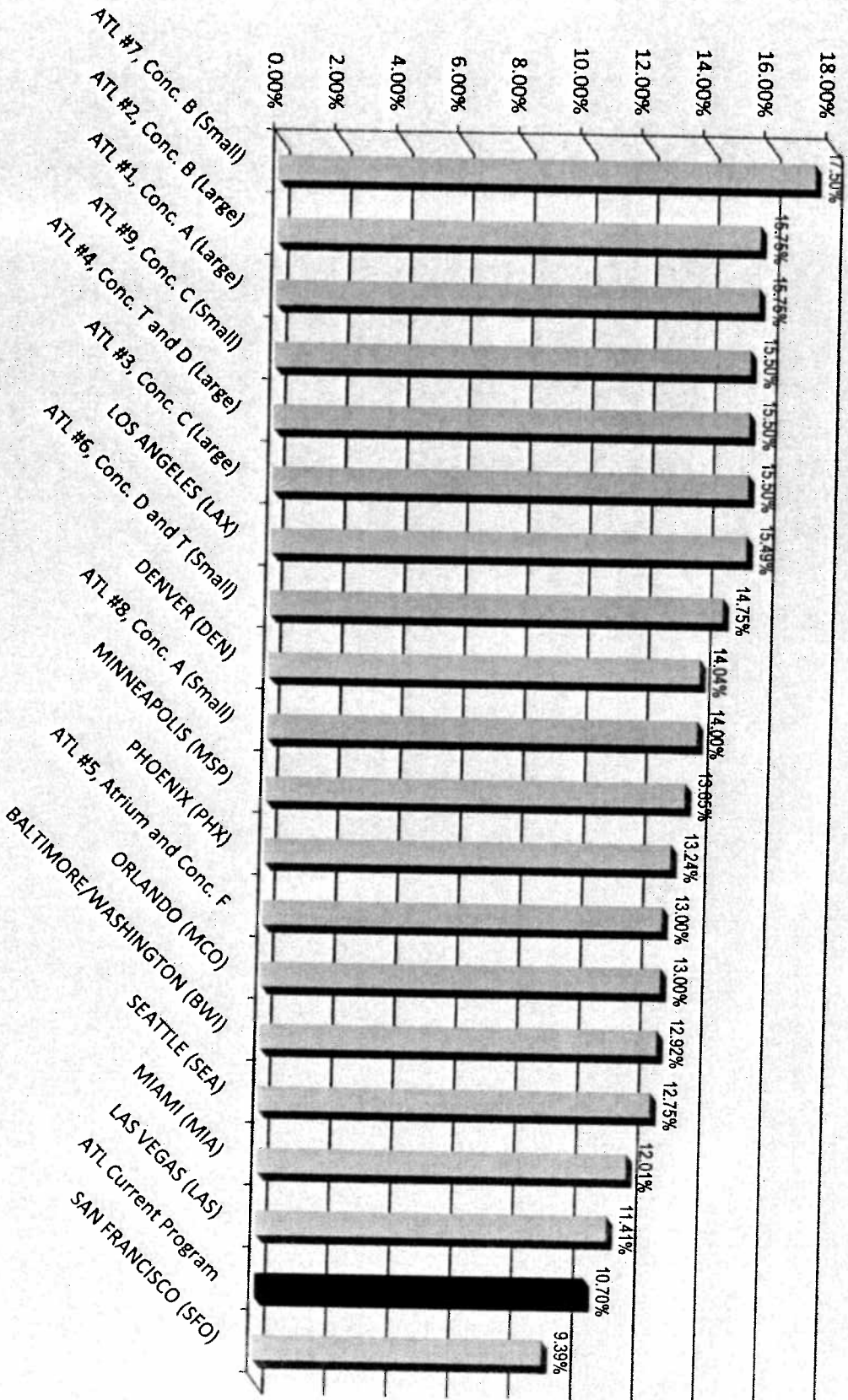
Lease Specifications

- Term: F&B 10-year term/3-year renewal option and Retail
- 7-year term/3-year renewal option
- Minimum Qualification Prime: 3 years related experience owning/operating in the last 5-10 years
- Street Pricing + 10%
- MAG: 1st year proposed by Proponent
- Minimum Investment: \$350 / sq. ft.
- Marketing Fee: 0.5% of gross revenue
- Rent will be on the higher end of North American airports:
 - up to 15% from 10.7% for Food & Beverage
 - Super-Normal 25% rent category shares Concessionaire success with City

Super Normal Rent

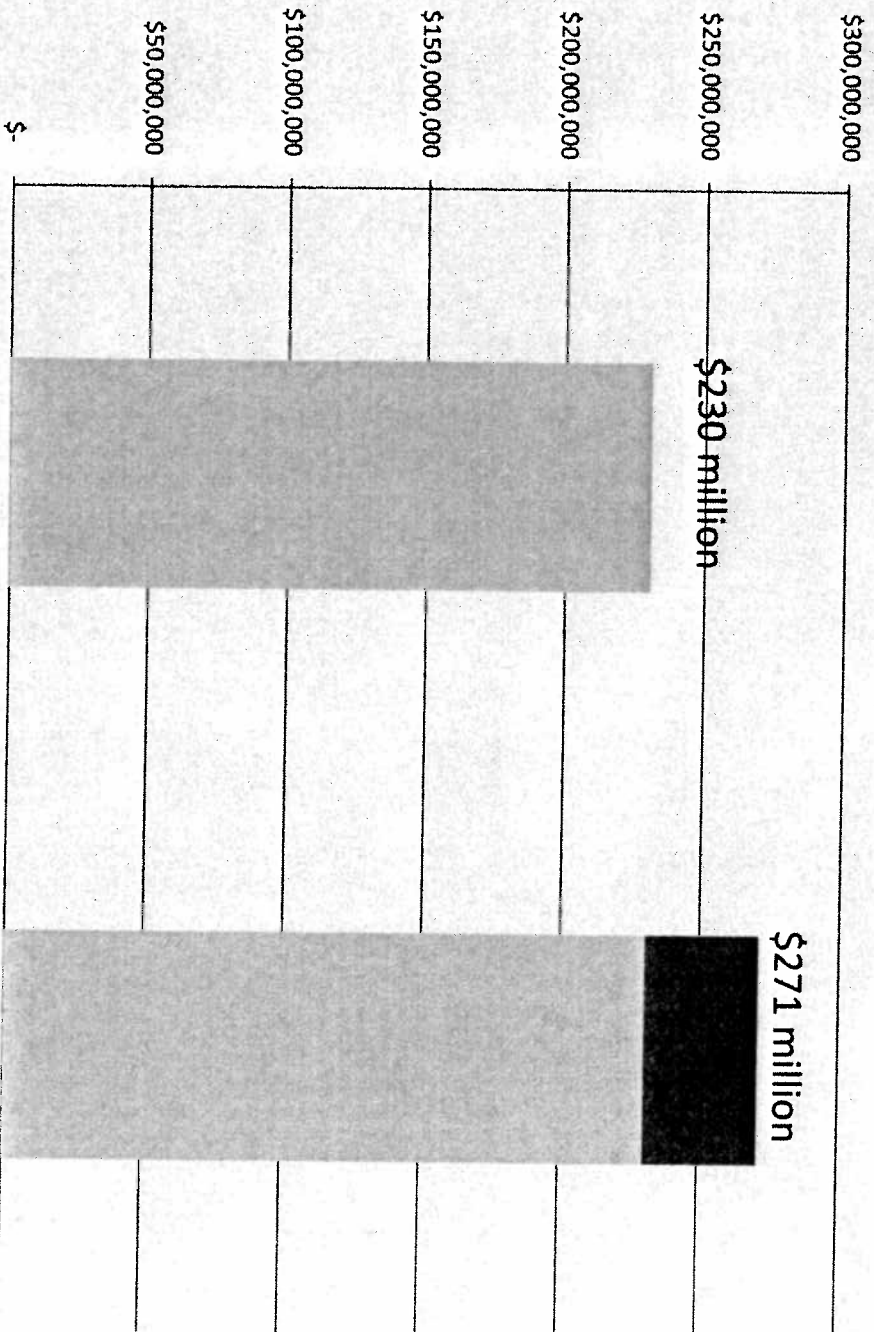
- Premium rent will be due on sales that exceed Proponent's sales revenue projections by 25%
- Premium rent is calculated at 25% of sales revenue
- Airport shares in the concessions success
- Example:
 - Annual sales of \$1.5M
 - Revenue projection of \$1M
 - All sales over \$1.25M rent is calculated at 25% less base rent paid

Comparison of Food and Beverage Average Percentage Rental Rates by Major North American Airports



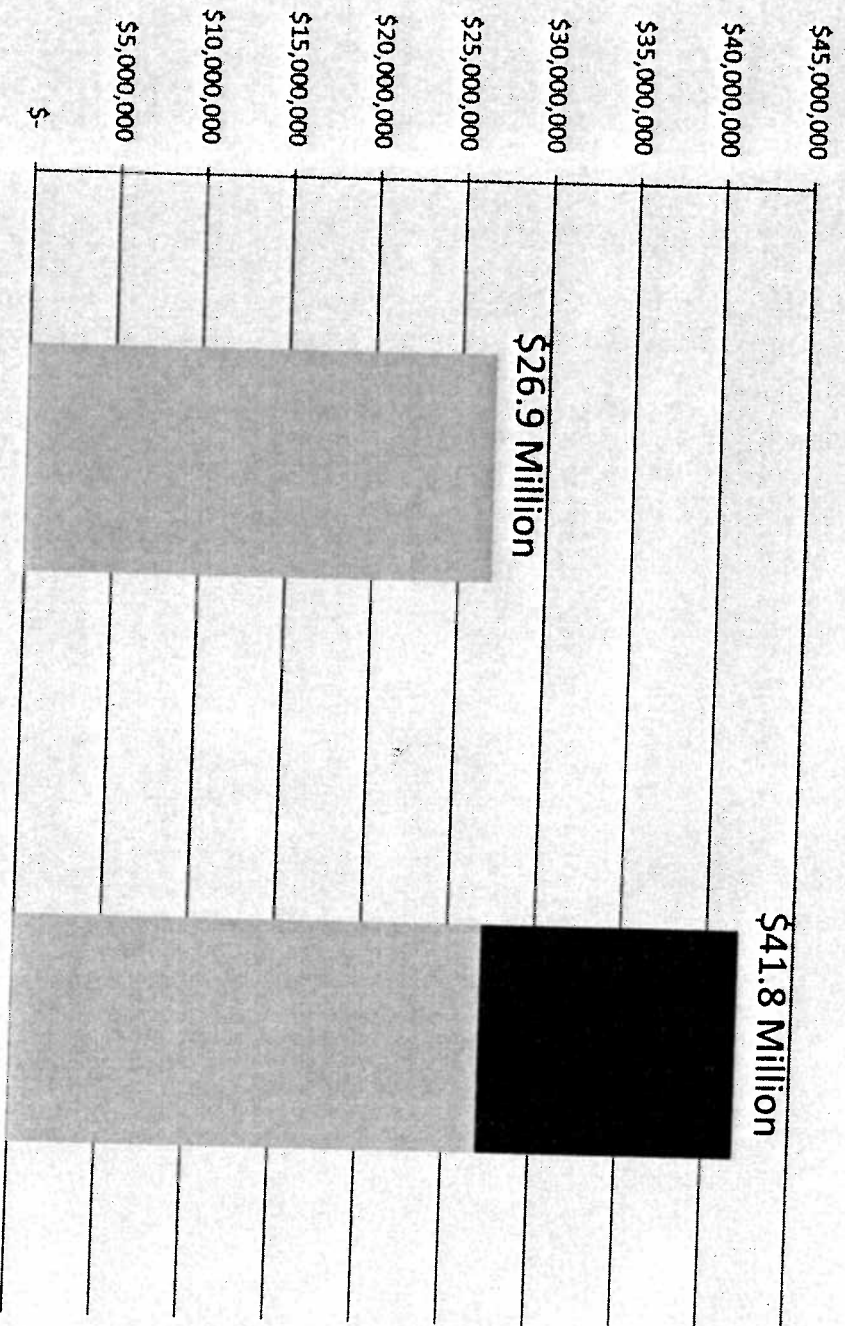
Source: ARN Magazine, prepared by Air Projects Inc.

Sales Revenue Comparison F&B 2012



■ Sales Current Program ■ Incremental Sales New Program

Rent Comparison F&B 2012



■ Current Program Rent 10.7% ■ Incremental New Program Rent 15%

Concepts Recap

- 8 Full Service Restaurants
- 17 Bars
- 5 Food Courts
- 14 F&B Kiosks
- 9 News/Gifts
- 14 Specialty Retail

Concepts of Interest

- “Fast Casual” Service style
- Gourmet Markets
- Sustainable Foods Bookstore/Cafe

Time Line

- City Council Presentation (March 2011)
- RFP Issued (March 2011)
- Pre-proposal Conference (March/April 2011)
- Submissions due (June 2011)
- Lease Execution (September 2011)
- MHJT scheduled to open (Spring 2012)

Evaluation of Proposals

RELATIVE WEIGHT	GRADED ITEM	SCORE
20	Concept/Organization/General Capacity/Facility	
20	Business Plan	
20	Overall Project Experience and Performance	
20	Financial Offer	
5	Financial Statement and Capability	
15	Airport Concessions Disadvantaged Business Enterprise Goals	
100%	TOTAL SCORE	

Solicitation Objectives

- Meet the needs of passengers while being appropriate and fair
 - Procurement without flaw
 - Open Process
 - Transparent

Solicitation Process

- RFP posted on City Website
- 90-day Response period
- Criteria pre-selected
- Evaluators do not include
 - General Manager
 - Mayor's office
- Two-Phase Evaluator training
 - Department of Procurement
 - Specialized Industry training by Air Projects

Overall Fairness Elements

- New Aviation General Manager
- New Concessions Director
- All Qualified Proposals will be evaluated
- Qualifications Standards augmented to include non-airport experience
- 3rd Party (Air Projects) retained to verify financial feasibility
- All winning Proposals will be awarded according to proponents preference
- Refined Win Limitations protect small businesses

APPENDIX

- Sustainable Foods Description
- Other Solicitations
- Background on Air Projects, Concessions Consultant

Sustainable Foods

Sustainability includes buying food as locally as possible.

Sustainable Food involves food production methods that are

- healthy,
- do not harm the environment,
- respect workers,
- are humane to animals,
- provide fair wages to farmers, and,
- support farming communities.

Sustainable food should be produced, processed and traded in ways that:

- contribute to thriving local economies and sustainable livelihoods;
- protect the diversity of both plants and animals (and the welfare of farmed and wild species), and avoid damaging natural resources and contributing to climate change;
- provide social benefits, such as good quality food, safe and healthy products, and educational opportunities.



Other Solicitations

- Concourse T Sleep Unit – 2,895 sf
- Vending – (17) - 1,395 sf
- Business & Entertainment – (3) - 1,494 sf
- Shoeshine – (4) – 837 sf
- MHJT Services including Spas, Common Use Business Lounges, Currency Exchange and Sleep units
- Advertising - Indoor/Outdoor/RCC

Air Projects Consulting Services

- AirProjects has the largest dedicated airport concession consulting practice in North America
- The consultants have worked at over 60 airports throughout the U.S. and internationally in Canada, Australia, Asia, South America, Africa, and the Caribbean
- They provide vital market, financial and operating analyses and planning services that maximize customer service and revenue, especially in high-use/high-traffic marketplaces, and those with challenging circumstances
- Kent Vanden Oever, Associate Director, has over 20 years of airport consulting experience, with a specialty in airport concessions. Kent has recently been involved in airport concession planning projects in Salt Lake City, San Diego, Calgary, Phoenix, and Baltimore.